

United States Department of Agriculture
Extension Service
Washington 25, D. C.
January 1949

+ A LIST OF REFERENCES FOR SPECIALISTS CONDUCTING AN
EXTENSION FOOD MARKETING PROGRAM FOR CONSUMERS ✓

This list of references is presented as a supplement to the handbook distributed in July 1948 entitled "Guides for an Extension Food Marketing Program for Consumers" (728-7-48). State personnel developing educational programs in marketing for consumers will want to develop their own lists of references in addition to those given here.

Specialists in consumer education sometimes have difficulty in finding source material to fit their needs. The following list of references represents source material that one specialist has found useful in conducting an extension food marketing program. Both current material and more permanent literature are included but the list is by no means an exhaustive one. A marketing specialist may use many references pertaining to distribution and even to production. A home economist may need several books on nutrition which are not included in this list. Professional journals which provide many articles have not been touched upon.

The current material listed is all published by the Federal Government and is national in scope. In addition to publications such as these, each specialist should be well acquainted with information put out by State agencies or State and regional government offices in his own section of the country.

Compiled by Mildred B. Smith, Consumer Education Specialist, Storrs, Conn.

Current Publications

U. S. Department of Agriculture

The National Food Situation. Issued quarterly in the Bureau of Agricultural Economics. Per capita consumption of major foods; nutrients available for civilian consumption; index of retail food prices given in each issue. Reviews of supply, production, marketing, and consumption of major foods included, plus special articles.

The Marketing and Transportation Situation. Issued monthly in the Bureau of Agricultural Economics. Of special interest to consumer education specialists are tables showing price spreads between farmer and consumer and the farmer's share of the consumer's dollar. Many summaries and articles on marketing and transportation are useful.

The Fruit Situation. Issued four times a year in the Bureau of Agricultural Economics. Gives a fairly complete picture of supply, demand, price, and outlook of the important fruit crops.

The Vegetable Situation. Issued four times a year in the Bureau of Agricultural Economics. Gives a fairly complete picture of supply, demand, price, and outlook of the important vegetables.

Marketing Activities. Issued monthly by Production and Marketing Administration. Useful articles and briefs about many phases of marketing of agricultural products.

Fluid Milk Prices in City Markets. Issued monthly in the Bureau of Agricultural Economics. Comparative retail prices given for milk, cream, and cottage cheese. Useful for specialists who include dairy products in their project.

U. S. Department of Commerce

Industry Report on Canned Fruits and Vegetables. Issued bimonthly by the Food Division. Detailed information on supplies and sales of canned products. Some information on price trends.

Other industry reports are issued on coffee, tea, cocoa, and spices; fats and oils; sugar.

U. S. Department of Labor

Retail Prices of Foods. Issued monthly by the Bureau of Labor Statistics. Retail prices given in detail for many food items in over 50 cities.

Consumer's Price Index and Retail Food Prices. Issued monthly by the Bureau of Labor Statistics. Includes index of the major categories of family expenditure for 10 cities each month, and for additional cities quarterly. This series was formerly known as "Cost of Living Index." Food index and average food prices for large cities combined also presented.

Board of Governors of the Federal Reserve System

Federal Reserve Bulletin. Issued monthly. A series of articles entitled Survey of Consumer Finances is presented annually. These articles include such topics as distribution of income, savings, and spending for housing and for durables.

Pamphlets and Bulletins

U. S. Department of Agriculture

Misc. Pub. 167. A Fruit and Vegetable Buying Guide. Revised February 1948.

Descriptive information on quality and varietal characteristics of all our important fruits and vegetables.

Misc. Pub. 553. A Consumer's Guide to U. S. Standards for Farm Products. Revised November 1947.

A description of Federal standards for meats, poultry and eggs, butter, cheese, and processed and fresh fruits and vegetables.

Misc. Pub. 572. Tables of Food Composition in Terms of Eleven Nutrients. 1945.

A compilation of nutritive values of our common food items in terms of grams of edible portion, and pounds as purchased.

Misc. Pub. 576. Price Spreads Between Farmers and Consumers for Food Products, 1913-1944. September 1945.

An explanation of the prices used accompanies this series. Current data are published in The Marketing and Transportation Situation.

Tech. Bul. 963. Efficient Use of Food Resources in the United States. October 1948.

An up-to-date study of the balance between food supplies on the one hand, and food consumption, both actual and desirable, on the other.

National Research Council

Bul. 108. The Problem of Changing Food Habits. October 1943. (Out of print

Food consumption as influenced by habit and tradition--an approach somewhat different from the nutritional approach, but important, nevertheless.

Bowes, A. de P., and Church, C. F. (authors)

Food Values of Portions Commonly Used. 6th edition, 1946. Processed.

A compilation of the nutritive value of foods in our diets in terms of amounts usually served instead of comparable weights.

Books

Maynard and Beckman

Principles of Marketing. Ronald, 1947.

A useful reference book describing our marketing facilities and institutions.

Reid, Margaret C.

Food for People. Wiley, 1943.

Comprehensive treatment of production and consumption problems and trends; discussion of social policies and issues. Numerous references given which may suggest further reading.

Shepherd, Geoffrey S.

The Marketing of Farm Products. Iowa State College Press, 1946.

Marketing problems from the agricultural economist's point of view. Good basic material.

Sorenson, Helen

The Consumer Movement. Harper, 1941

Useful as a reference book of various consumer organizations, their purposes and activities. Unfortunately, not recent enough to include wartime and postwar activities.

Stewart and Dewhurst

Does Distribution Cost Too Much? Twentieth Century Fund. 1942

A critical analysis of our distribution system with some recommendations for economies.

U. S. Department of Agriculture

1939 Yearbook: Food and Life

Contains many articles on food and nutrition by leading authorities. Some of the tables of nutritional values may be outdated but the information in general is not.

Waite and Cassidy

The Consumer and the Economic Order. McGraw-Hill, 1939.

In spite of the date of publication, this is one of the best textbooks on consumption economics.

